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SPECIAL.

Issued December 19, 1914.

U. S. DEPARTMENT OF AGRICULTURE.

OFFICE OF THE SECRETARY.

MARKETING BUTTER AND CREAM IN THE SOUTH.

Prepared in the Dairy Division of the Bureau of Animal Industry.

Most of the surplus butter from the farm cow in the South is exchanged for groceries at the country store. On account of poor quality, unattractive packages, and irregular supply, the prices received for this butter are very low. Bulletins explaining how the housewife can make good butter and how to put it up in attractive packages may be obtained without cost by applying to the Department of Agriculture, Washington, D. C.

Purchasers of butter like to buy from persons who can furnish it the year round. Usually the market for farm butter is oversupplied during the summer season. This is because cows generally freshen in the spring and thus furnish a greater supply of butter throughout the summer, when grass and green feed are abundant, than at any other time of the year. For this reason the price of butter is lowest in summer and highest in winter. To take advantage of these conditions farmers should have their cows freshen in the fall; this would tend to equalize the supply of butter throughout the year.

MARKETING BUTTER.

In many cases no great effort is made to find a good market for the farm butter. Too often near-by grocery stores are regarded as the only market possibility. Boarding houses, women's clubs, hotels and restaurants, and private families, not only in the home towns but in surrounding towns, should be canvassed and a sample of the butter exhibited. In this way a good market for farm butter may be secured if the butter is of good quality and can be supplied regularly.

The frequency of delivery will depend upon the demand of the trade. Often the farmer or some member of his family can without inconvenience deliver the butter to the purchasers. When those who have butter to sell can not deliver it to distant purchasers they should investigate the opportunities offered by the Parcel Post Service.

NOTE.—Intended for farmers in the cotton belt who desire to diversify their farming because of the economic crisis which adversely affects the cotton crop at this time.

72189°—14

SPECIAL MARKETS FOR CREAM.

Cream obtained by running the warm whole milk through a cream separator is a very convenient form in which to market the product of cows. Less equipment and labor are required for this method than if butter is made.

For handling cream it is necessary to have a separator, shipping cans, some appliances for heating water to wash utensils, and some means for cooling the cream.

Cream if not properly cared for is easily spoiled. Directions for taking the proper care of milk and cream are described in another circular which is sent free by the Department of Agriculture.

Since the fat is its most valuable part, cream is usually sold according to the pounds of fat it contains. For determining the percentage of fat in cream the Babcock test, which is a simple process, is used. Small samples of cream are tested and the percentage of fat shown is multiplied by the weight of the cream from which the sample is taken. For example, if a sample of cream from a can containing 40 pounds is found to test 25 per cent, the pounds of butterfat are found by multiplying 40 by 0.25, which is 10 pounds. The persons buying the cream generally do the sampling and testing.

Hotels, restaurants, railroad eating houses, soda fountains, and ice-cream manufactories offer markets for fresh, sweet cream. Such markets require a high-class product of uniform quality and a dependable supply delivered at regular intervals. This makes it necessary for farmers who supply such markets to have good transportation facilities.

SELLING CREAM TO CREAMERIES.

The market for cream within reach of the largest number of farmers is the creamery. This furnishes a constant demand for cream, whether in large or small quantities. There are three ways of getting cream to the creamery or shipping point:

1. Each farmer may haul his own cream.
2. Farmers in a community may take turns in hauling their cream.
3. A man may be employed to haul all the cream regularly and each farmer may pay for this service according to the amount of cream he sells.

The third method is on the same principle as the rural free delivery of mail matter. Under this system the hauler at regular intervals comes to the farmer's door, gets the cream, and takes it to the creamery or shipping point. The cream is weighed, sampled, and poured into a can in the wagon. The samples and records of weights are sent to the creamery. Routes may be established close to the creamery, and the cream delivered direct, or they may be estab-

lished at distant points and the cream delivered to a central station for shipping to the creamery. Subroutes may radiate from points on the main route and thus cream can be collected from a wide area.

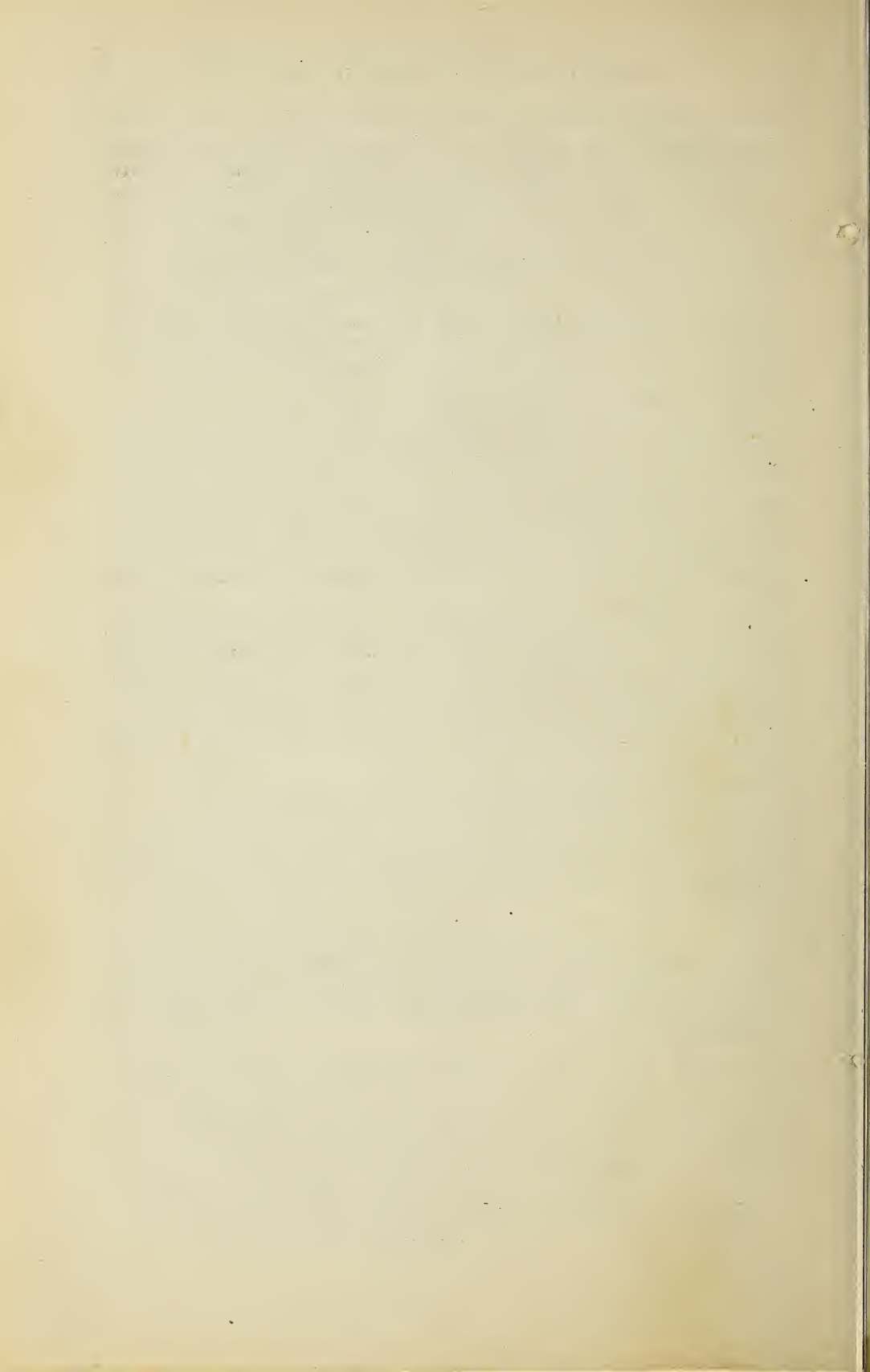
In communities in which interest in selling cream is just being aroused and where there is not cream enough produced to pay for having it collected each day, the cream can be kept from day to day and collected twice a week in winter and three times in summer. Where this is practiced the farmers must either use ice to keep the cream as cold as possible, or place the cans in cold water from the spring or well. Unless extra care is taken to produce the cream in the most cleanly manner, and unless it is kept thoroughly cold at all times, this method is not advisable.

The shipping of cream compels the farmer to have a separator. The cost of the separator is often discouraging to the man who has only two or three cows, and who, but for this expense, could sell a small amount of cream. This, however, need not prevent the purchase of a separator, as some companies sell their machines for a small cash payment, the remainder to be paid in monthly or bi-monthly installments. This enables the farmer to let the cows pay for the separator.

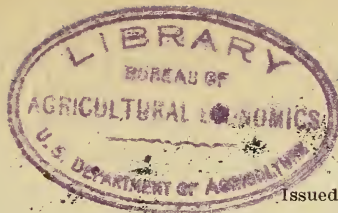
Again, in the case of several farmers living near one another, one separator, centrally located, can be used by all. The central separator offers a splendid opportunity for landowners to encourage their tenants to keep cows. Even if the tenants have only small quantities of milk, it will bring more money in the form of cream than if the milk were churned and the butter sold. Carrying the milk to the separator is also less trouble than making the butter.

In sections where cream can be marketed, routes operated in some such way as described are to be commended, provided the cream is produced and handled properly, as they enable the farmer to procure a steady cash income from his cows by providing a market at his door.

This circular is intended for distribution in sections of the South where special efforts are being made to encourage dairying in the cotton-growing sections, therefore some of the practices recommended here may not be advisable for sections where dairying is an established industry.



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